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1937



We present our four-color photograph of SUPER SWISS MASTODON PANSIES selected from our seed fields, actual size.

LEST YOU FORGET

We are originators of Mastodon Pansies, and any seed offered as "Mastodon" is not genuine unless grown in our gardens.

Steele's Pansy Gardens

Since 1893

E. J. STEELE, Manager

M. I. STEELE, Secretary

E. J. STEELE, Jr.,
Production Manager

DONALD STEELE,
Supt. Test Gardens

Powell Boulevard at S. E. 42nd Avenue, Portland, Oregon, U. S. A.

1. Free with each order of \$2.50 or more we will mail, postpaid, our beautiful four-color pansy poster—painting of five grand flowers, by Miss Winifred Walker, official artist of the Royal Horticultural Society of London.
2. Or, to anyone, we will mail prepaid same, unmounted—no advertising—at per copy, 25c. Stamps O. K.

Air Mail Orders from Atlantic States Reach Us in 20 Hours. On Air Mail Orders Add 6 cents per oz.



E. J. STEELE

What Did Jack Frost Do Last Winter?

He swept in from the Arctic and mowed down millions of flowering plants in the sub-tropic regions of America, but with the blessing of Mother Nature on their brave heads, in full bloom, the pansies "took it on the chin" and came "smilin' through"! Can you wonder that we love pansies, and grow nothing but pansies?

And yet superb pansies are difficult. Sometimes Mother Nature, the "Fickle Jade", gives you three cheers for your efforts and then again more often she spreads the desolation of a perfect wreck of your hopes.

First comes the selection of seed for planting our fields from specimen plants, which, of course, is priceless.

At least five characteristics must be considered in pansies: 1, color; 2, size; 3, form; 4, substance; 5, habit of growth. Types, constant and variable; dominant and recessive. Intensive roguing of the unfit; usually eliminating from one-third to one-half of crop before seed harvest begins. Hand cross pollination from specimen plants to create new and superior types of hybrids. Rarely there comes a mutation. Fluffy Ruffles is our latest. A mutation is a constant type. At present we are rebuilding a separate color—"Adonis", which will have a large percentage of ruffled types never before seen in Adonis. It takes from three to five years to do this. Then straight line breeding, or grouping similar types all requiring vigorous roguing.

Perhaps it will therefore be seen that in order to produce outstanding pansy seed it is necessary to have an organization with resources including valuable improvements and facilities and a staff mighty efficient and experienced on the job. Two sons and two daughters all grown up were born in our gardens and others with 10 or more years experience are still with us.

Thus we grow pansies and nothing but pansies.

Preparing Bed for Germinating Seed

1. Have your soil clean and pulverized to a depth of six or more inches.
2. On the level surface spread evenly a layer of pulverized manure, compost preferred, to depth of at least one inch.
3. Overlay manure with half inch of the best soil you have, thoroughly pulverized.
4. Rake down and tamp surface true and smooth.
5. Soak down the bed several inches.
6. Sow in drills or broadcast—drills are better.
7. Cover as lightly as possible with your best soil or sand, mixed 50-50 with peat moss.
8. Use spray of water to moisten surface, after muslin or light burlap cover is on.
9. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use cheapest grade of burlap to retain moisture. As soon as plants begin to come through freely we remove burlap permanently, and sift tops of beds with thin layer of peat moss. To avoid damping off, water young seedlings **very sparingly**.

Never allow your beds to become dry. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. We use 125 to 150 square feet to sow an ounce of seed broadcast.

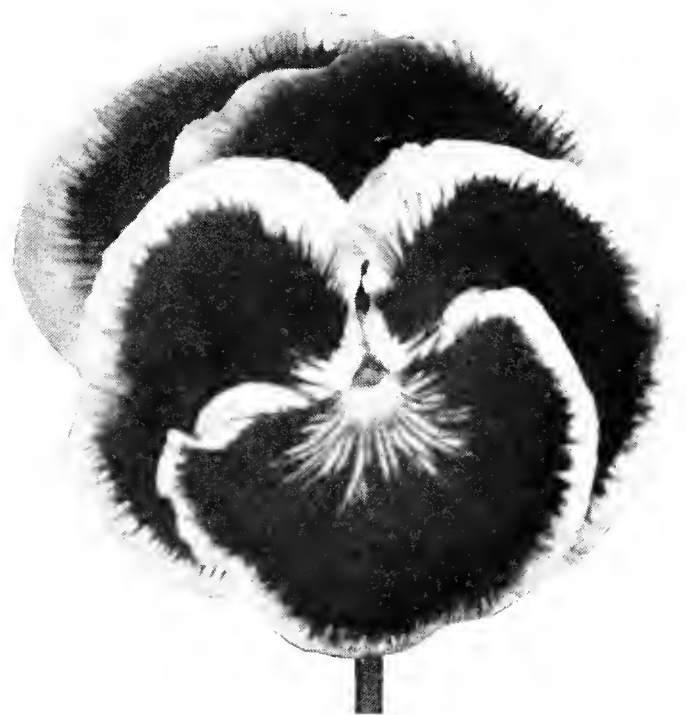
Alternate your pansy crop with some other crop.

THE UNUSUALLY HIGH GERMINATING QUALITIES OF STEELE'S MASTODON PANSY SEED is a revelation to all extensive growers who use our stock.

E. J. Steele
Manager

Owing to uniformity required in producing separate colors, the average size is not equal to the types of flowers found in our mixtures. We strongly advise mixtures for your main crop, and you save money thereby.

A wise friend says: "Most people try to make something *for* themselves, but shouldn't they try to make something *of* themselves?"



One of "Bud's" Mastodons



OUR IRENE

STEELE'S PANSY GARDENS

PORTLAND, OREGON, U. S. A.

HOWDY FOLKS!

Greetings to you if a prospective customer and if you are a regular patron of "Pop's" it seems that I am saying "Hello" to an old time friend for I was born in the pansy garden, finished my education in grammar school and high school, and then a full course in Pitman short hand and business course. In those days, during the noon hour lunch, pop gave me dictation while he was eating so he could hurry back to the gardens and pack blooming plants in baskets, having in those days 100 shipping points by express. Getting his first breakfast at 3:30 A.M., his second at 8:30 A.M. and home at 5 P.M. Later came the seed business and shorter hours. But "pop" never watched the clock in those days; he didn't have time. Mother always helped a lot but there were five of us—two girls and three boys. All helped as they grew up.

Then, on a vacation to California, I met my future husband, and then and now my home is in Los Angeles and we are ready to build our house right now. Pop sends for me to come home every summer during the rush days and act as his cashier until Jess comes after me. Last summer I came up by airplane and what a grand thrill! I hope you, too, can come up in the same way and "see us sometime." I'll be there this summer and so will Isabelle, Donald, and Eldon, Jr.

One day an order came from Australia. It said "Enclosed find M.O. \$10.00. I do not have your catalog, but I leave to you selection among your finest varieties, such as you would want to grow for your own garden." Pop made up the list, and Miss Spears made the invoice, but said to me "Wait a minute—this comes to more than the cash sent by the purchaser." I said "O.K.; pop says 'when a patron far away shows such confidence in us, why not send him a little more seed than he really expects to get'." Pop says "The customer's best interests are ours, and his success means our success," and I like to fill an order just like that.

But I must tell you a little incident of our childhood days. Pop was tidying up the gardens one day and Junior, 7 years old, with hands in pockets was on watch. "Jr., you're going to be a farmer, aren't you?" "Sure." "Well then pick up those sticks." "Say pop, are you a farmer?" "Sure." "Well then, you pick up the sticks."

But what about pop's system? In the office he says "one thing at a time." A opens the mail — say 60 or more as an average. She stamps all cash orders "paid" and date and amount. Arranges all by alphabet, posts remittances in cash book by alphabet. B makes out duplicate invoices and makes containers for original invoice and seed. C checks invoice against order to assure completeness, and assembles the seed for each order. D checks seed against invoice and prepares for shipment checking total shipments against total number of orders reported by A. At the finish of mailings, catalogs, writing letters, filing index cards, orders and letters and pop says "Nothing left over for tomorrow, please!"

One summer when the men were wearing trousers as big as pup tents, I came home and found my father in a slim, skinny pair of pants that looked the vintage of the gay nineties. Well those pants were just out. How about a little class in pop's pants?

I just got back from Santa Anita race track. The most wonderful display of pop's pansies out there I ever saw —and do they know how to grow them! They are laid out in formal gardens at the entrance and large beds in the infield. In fact everywhere you look are pansies and more pansies — in beds and in terraces 350,000 plants. I felt badly that none of my horses came in — but my chief regret was that I hadn't taken along a ruler so I could write pop just how huge the pansies really were.

Time is up. Cheerio! And this means you! And this means You!! ESPECIALLY YOU!!!

Irene Steele Leache

STEELE'S PANSY GARDENS

WINTER FLOWERING SWEET PEAS

BALL'S ORANGE—A magnificent flower of a glistening orange color, long stemmed. Price: oz. 35c; 4 oz. \$1.00; 8 oz. \$2.00.

SUNRAY—A glowing soft cerise on cream ground. Price: oz. 35c; 4 oz. \$1.00; 8 oz. \$2.00.

GIANT ROSE—Rose-pink. A heavy producer and one of the best bread and butter varieties. Price: oz. 35c; 4 oz. \$1.00; 8 oz. \$2.00.

SPRING SONG—A beautiful large rich salmon pink. Price: oz. 35c; 4 oz. \$1.00; 8 oz. \$2.00.

WHITE HARMONY—Strong growing black seeded white. Germinates easily and stems are long, flowers large, and of exquisite form. Price: oz. 35c; 4 oz. \$1.00; 8 oz. \$2.00.

LAVENDER HARMONY—Finest lavender, strong growing and free flowering. Price: oz. 30c; 4 oz. \$1.00; 8 oz. \$2.00.

VULCAN—Bright scarlet blooms which do not burn even in strongest sunlight. Price: oz. 30c; 4 oz. \$1.00; 8 oz. \$2.00.

GLITTERS—One of the finest of its color, cerise with orange cast. Price: oz. 30c; 4 oz. \$1.00; 8 oz. \$2.00.



Giant Rose—1/3 Natural Size



No. 1 Diener's Ruffled Monsters in 3-inch pots, 12 weeks after sowing

DIENER'S PETUNIAS

Over eight thousand florists raised our Petunias last year and we have heard nothing but praise of their high quality. All of our seed bearers are first raised in 3-inch pots and must conform to the type you see in the accompanying picture of this catalog. This makes the producing of the seeds more expensive, but results in the high quality of our seeds. Every plant is dwarf and stocky, no pinching or staking necessary and they sell at sight. Over 500 seeds per trade packet.

RUFFLED MONSTER TYPE (Single)

No.	Average about 90% true	Tr. Pkt.
1.	PINK —Strongly veined center. Flowers 6 to 8 inches in diameter. One of the largest in existence.....	\$0.50
5.	RED WITH BLACK CENTER50
7.	RED and WHITE variegated. Immense size. Large yellow center50
11.	DIENER'S ELK'S PURPLE —Very fine.....	.25
19.	GIANT PINK GLORY —This is one of the varieties which attracts the attention of customers immediately. Very large50
20.	MAUVE —Center heavily veined with royal purple. One of the most exquisite and most popular varieties. Flowers average 5 inches across. Very fragrant50

OTHER VARIETIES OF SMALLER SIZE (Single)

No.	Tr. Pkt.
9. EARL OF KENTFIELD (THEODOSIA) —Deep rose pink. Medium size with edges heavily frilled. Very good for pot plants and bedding.....	\$0.25

DOUBLE PETUNIA TYPES

38. DOUBLE RUFFLED MONSTERS MIXED —Same colors and sizes as single Ruffled Monsters, but double. Bring enormous flowers. Excellent for 4 or 5-inch pots or bedding. Average amount of double varieties in this mixture is 50%.....	1.00
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● One packet each of 8 varieties—Price \$3.50 ●



Steele's Pansy Gardens

PORTLAND, OREGON, U. S. A.

Wholesale Prices Net

1937 Crop

**EACH AND EVERY STRAIN LISTED ON THIS PAGE IS A GENUINE
"STEELE'S MASTODON." See Page 2.**

Fluffy Ruffles (1936 Novelty)—Inviting world-wide attention. A ruffled all white pansy. Price: 1/32 oz. \$1. After July 10, price, 1/16 oz. \$1.00.

Jumbo Mixed—Earliest of all. These gigantic flowers, in our open field, with no special care whatever, were exhibited at the Northwest Flower Show in Seattle, measuring up to 4¼ inches in diameter! In all our 44 years as pansy specialists we have never seen a strain of pansies anywhere near their equal in average size; also has a fine wide range of bright colors. Price: 1/16 oz. \$1.00; 1/8 oz. \$1.75; 1/4 oz. \$3.25; 1/2 oz. \$6.25; oz. \$12.00; 2 oz. \$23.00; 4 oz. \$40.00.

Super Maple Leaf Mixed—Of huge size, fine form and substance and increasing the wide range of colors of Jumbos. Price: 1/16 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.50; 1/2 oz. \$4.75; 1 oz. \$9.00; 2 oz. \$16.50; 4 oz. \$32.00

Improved Sea Blue—Swiss. The most beautiful shade of blue we have ever seen. Very large. Price: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00.

Super Swiss "400" Mixed—Grand in size, form, color and substance. Huge jewels of velvet and red and gold with variations of those colors, including shades entirely new. Price: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00; 2 oz. \$13.00; 4 oz. \$24.00.

Miracle Mixed—Finest types of our strains, latest novelties. Mostly Super Swiss. Price: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$1.75; 1/2 oz. \$3.25; oz. \$6.00; 2 oz. \$10.50; 4 oz. \$19.00.

Masterpiece Mixed—Long stems. For cut flowers only. Price: 1/16 oz. 85c; 1/8 oz. \$1.50; 1/4 oz. \$2.50; 1/2 oz. \$4.75; 1 oz. \$9.00; 4 oz. \$31.00.

"Aces" Mixed—Fine Market strain. Price: 1/16 oz. 50c; 1/8 oz. 85c; 1/4 oz. \$1.50; 1/2 oz. \$2.75; oz. \$5.00; 2 oz. \$9.00; 3 oz. \$13.50; 4 oz. \$17.50.

Improved 1937 Adonis—Light blue and lavender shades. Many ruffled types never before shown in this strain.

Golden Gate—A monster Golden Yellow. Dark center.

Isabelle—A ruffled bronze and yellow.

Mlle. Irene—A henna red type, new to pansies.

The price of each of the four varieties named above is: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00.

Panama Pacific—A large yellow.

Parisian Yellow—A pure yellow.

Bronze—Very large. Many shades.

Black—Nearly all jet black.

Grand Duke Michel—The largest all-white pansy.

Madame Steele—Elk's purple; immense blooms; a perfect self.

Improved Aurora—Rose and red shades.

Improved Beaconsfield—Upper petals lavender tinge, lower petals violet shades.

The price of each of the eight varieties named above is 1/16 oz. 50c; 1/8 oz. 85c; 1/4 oz. \$1.50; 1/2 oz. \$2.75; oz. \$5.

On Air Mail Orders add 6 cents per oz.

We do not offer seed packets of a size smaller than those listed above

**OWING TO VARIATIONS IN SOIL, CLIMATE, CARE AND CULTIVATION, WE ARE NOT
RESPONSIBLE FOR THE CROP.**